

NEWS OF AUTOMOBILES

One of the Firestone's Testing Fleet No. 3
Doing Its Bit Here in Teaching Tire Economy

USE YOUR CARS AND AID NATION'S TRANSPORTATION

Col. Samuel P. Colt, President of the United States Rubber Company, said today:

"The Nation's transportation facilities may be bettered or made more complete by the degree of co-operation between corporations and individuals in knowing and solving their own transportation problems promptly and intelligently."

"In analyzing our transportation facilities, it is evident that everything on wheels must be saved and substituted, insofar as possible, for the railroads and other modes of transport. In collecting and substituting more gasoline, is the automobile."

"I have been surprised to find that in all probability not more than 10 per cent of the tires sold by the rubber companies are for the benefit of the class using the more expensive and so-called pleasure type of vehicle. Furthermore, that 50 per cent of all the automobiles now registered are in the hands of owners in the great West beyond Buffalo."

"Individual owners and companies are operating not only their commercial cars but those of the touring car type to assist merchants and railroads in the transportation of merchandise throughout the entire country. This is particularly noticeable in any one who has occasion to travel any part of the country at this time by motor car."

"Use your car, both passenger and commercial, more and more, to relieve the transportation pressure on the Nation's railroads and merchants' delivery service."

"There need be no restriction on the legitimate use of motors or automobiles rendering the magnificent loyal service, second only to the railroads, to our Government at this time."

MARMON'S NEW SHOW ROOMS

To checkmate the wave of pessimism so apparent in certain circles of the automobile industry, the Marmon Automobile Company of New York, Inc. has just taken possession of its new show rooms and basements at No. 42 Broadway, which occupy several thousand square feet of space.

The Marmon Company has more than doubled its allotment of cars for this district during the next twelve months and announces several additions to its large selling force, the new men being C. G. Taylor, Geo. H. Lovell, Harry Pike and C. D. Ford, all of whom have been connected with the automobile industry for several years.

NOT A PARTICLE OF DANDRUFF OR A FALLING HAIR

Save your hair! Double its beauty in just a few moments.

"Danderine" makes hair thick, glossy, wavy and beautiful.

Within ten minutes after an application of Danderine you can not find a single trace of dandruff or falling hair and your scalp will not itch, but what will please you most will be after a few weeks' use, when you see new hair, fine and downy at first—yes—but really new hair—growing all over the scalp.

Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them. Its exhilarating, stimulating and life-producing properties cause the hair to grow long, strong and beautiful.

A little Danderine immediately doubles the beauty of your hair. No difference how dull, faded, brittle and scraggy, just moisten a cloth with Danderine and carefully draw it through your hair, taking one small strand at a time. The effect is amazing—your hair will be light, fluffy and wavy, and have an appearance of abundance; an incomparable lustre, softness and luxuriance.

Get a bottle of Knowlton's Danderine from any drug store or toilet counter and prove that your hair is as pretty and soft as any—that it has been neglected or injured by careless treatment—that's all—you surely can have beautiful hair and lots of it if you will just try a little Danderine.—Advt.

STEWART OWNERS NEED NOT FEAR FOR SERVICE



EUGENE P. HERRMAN

The immense service station being erected by the Herrman Motor Truck Company on the plot, 100x150 feet, running from No. 607 to No. 615 West 57th Street, as a service station for Stewart motor trucks, is rapidly nearing completion. The plans call for an absolutely fire proof two-story concrete structure and embody every modern improvement for the maintenance of efficient service. On the point of service, Eugene P. Herrman, who has taken over the exclusive distribution of Stewart trucks for New York, New Jersey and Connecticut, declares it his object to meet all Stewart owners more than half way in satisfying their every requirement.

Speaking of present conditions, Mr. Herrman states the sales of Stewart trucks is surpassing his expectations, and is highly optimistic as to their future, which is indicated by his rather large investments in building and the service station that he is producing at a cost exceeding \$60,000.

IN A CHALMERS DUPLEX BREAKS TEXAS RECORD

Joe Dawson has once more driven a Chalmers in victory and the possession of a speed record never equaled by any known conveyance, including army planes, motorcycle couriers and the fastest limited train in the State of Texas.

Driving the same make of car with which he recently shattered all existing 24-hour records at Sheephead Bay, Dawson has this time piloted a four-passenger Chalmers duplex, over Southern roads, in faster time than the speedy Texas Special.

Leaving San Antonio at 6:30 A. M., Dawson set out over a comparatively strange road and checked in at Dallas at 1:17 in the afternoon. The speedometer registered exactly 303 miles, regardless of all existing obstacles the run was made in the remarkable record time of six hours, fifty-five minutes and forty seconds. The gasoline consumption averaged thirteen and one-quarter miles to a gallon over a badly broken highway.

The average time of the fastest train between these two cities is seven hours and fifty-five minutes, fifty-nine minutes and twenty seconds slower than the Chalmers record.

OVERLAND ANNOUNCES NEW LIGHT FOUR SEDAN

There will be more people riding in closed cars this year than ever before. A fresh impetus to the closed car business is the announcement just made by William Colt, local Willys-Overland manager, of a new convertible five-passenger Sedan on the Model 90 light four chassis.

"To call this Overland Light Four Sedan a closed car would be half describe it," says Mr. Colt. "It is a car that can be made an open touring car. It combines the luxury and protection of the closed car and the airy freedom of the open car."

"The Overland Light Four's riding comfort is remarkable. Big tires and deep, well shaped upholstery are partly responsible for this, but the big reason lies in the cantilever rear springs that absorb the road shocks. The door on the left side of the car opens into the driver's compartment; the one on the right into the rear compartment—a most convenient arrangement."

SAVE YOUR GASOLINE.

Frank K. Parks, General Manager of the Champion Motor Company of Farmington, Mich., believes that every automobile dealer and owner ought to co-operate with the United States Government now on the conserving of gasoline.

"If every automobile owner would shut his motor off when not using his car," states Mr. Parks, "there would be a tremendous amount of gasoline saved daily. Mechanics often waste gasoline in washing grease off their hands. Gasoline is used daily all over the country by automobile repair men for cleaning parts when mechanics would do just as well."

"Truck drivers very seldom shut off their motors when making deliveries. Gasoline consumption could be cut down by leaving tops down and maintaining a steady speed of from fifteen to twenty five miles per hour."

THE "DUAL PURPOSE CAR."

"This is the age of the dual purpose car, as one business man recently expressed it," says C. T. Silver, metropolitan distributor of the Kissel Kar.

"The automobile with the perfected demountable winter top appeals strongly to not only the thrifty motorist, but to business and professional men and women who require maximum service from their machines in winter and summer."

THE "TAXI CAR" IN ONE DAY

Table showing record of taxi cars in one day. The taxi car is a most convenient arrangement.



FIRESTONE TESTING FLEET ON A MISSION

Five feet which is composed of ten tires, recently arrived in this city on route through the East on a unique mission of teaching tire economy. If a Firestone tire, does not wear out, it is not even in the industry or the market, since waste sets up conditions of trouble and expense that far more than offset the gain in demand that might be credited to the reckless use of tires.

Although this movement to teach the economy benefits the user of every tire alike, regardless of make, it will be promoted at the Firestone Company's expense, as a part of their "bit" in teaching economy in the Nation. Its possibility will be realized when it is known that the cost of the average last year alone was \$100,000,000.

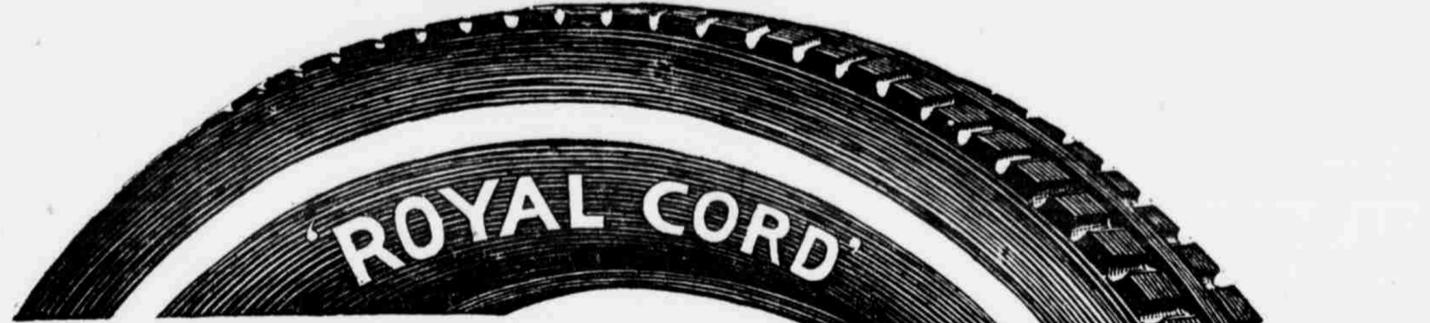
BEAUTY DOCTOR TELLS SECRET

Detroit Beauty Doctor Gives Simple Recipe to Darken Gray Hair and Make It Soft and Glossy.

Miss Alice Whitney, a well-known beauty doctor of Detroit, Mich., recently gave out the following statement: "Anyone can prepare a simple mixture at home, at very little cost, that will darken gray hair, and make it soft and glossy. To a half pint of water add 1 oz. of bay rum, a small box of Barbo Compound and 1/4 oz. of glycerine. These ingredients can be bought at any drug store at very little cost. Apply to the hair twice a week until the desired shade is obtained. This will make a gray-haired person look twenty years younger. It is not sticky or greasy and does not rub off.—Advt.

Safe Milk
for Infants and Invalids
HORLICK'S
THE ORIGINAL
MALTED MILK
Rich milk, malted grain, in powder form. For infants, invalids and growing children. Pure nutrition, upbuilding the whole body. Invigorates nursing mothers and the aged. More nutritious than tea, coffee, etc. Instantly prepared. Requires no cooking. Substitutes Cost YOU Same Price

Knabe
For VICTORS
PERFECT SERVICE
CALL OR WRITE FOR DETAILS
Phone Vanderbilt 8991
WAREROOMS
5th Ave. at 39th St.



Automobiles Keep Men and Merchandise Moving

Railroads are strained to their limit today to supply transportation for man and merchandise.

The automobile has stepped into the breach, and is the second greatest factor in meeting the national need for more—more—more transportation.

You must keep your car fulfilling its part of the need,

—keep it ready day or night to do its part in your transportation service,

—keep its "feet" well shod,

—give it the tires that have stood, and are continuing to stand, the test of mileage,

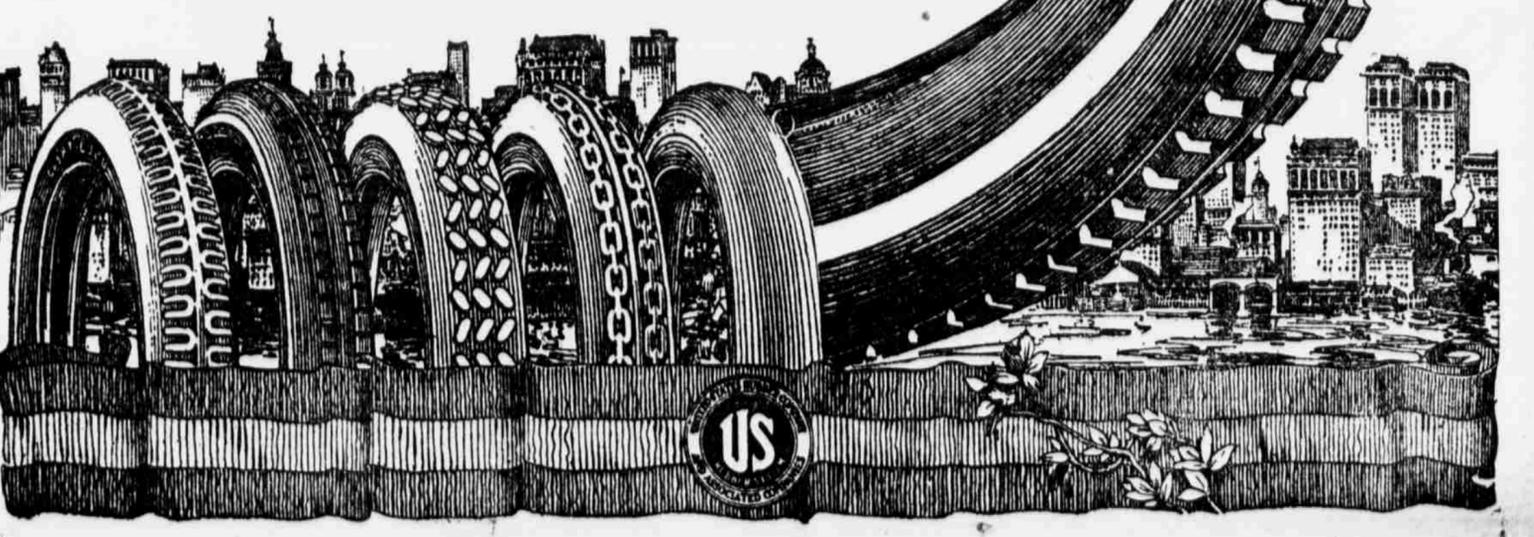
—the tires that give low mileage cost and high anti-skid service.

Put United States 'Royal Cord' Tires on your car—make comparisons for yourself.

"Use your car, passenger or commercial, more and more to relieve the transportation pressure on the Nation's railroads and merchants' delivery service."

SAMUEL P. COLT
Nov. 12, 1917

United States Tires
Are Good Tires



A Tire for Every Need of Price and Use—
'Nobby' 'Chain' 'Dun' 'Royal Cord' 'Plain'
Also Tires for Motor Trucks, Motor Cycles, Bicycles, and Aeroplanes

United States Tubes and Tire Accessories Have all the Sterling Worth and Wear that Make United States Tires Supreme

Stewart
Model 6
1,100 Pounds Capacity
\$845

20 MILES per gallon of gasoline is the average of very many Stewarts.
7,000 MILES per tire is the average of 30 Stewarts in the service of one firm.
\$1.52 PER CAR is the average yearly repair cost of all Stewarts as shown by our annual factory sales reports.

IN 5 YEARS NO STEWART HAS EVER WORN OUT.

HERRMAN MOTOR TRUCK CO., Inc.
607-615 West 57th Street, N. Y.
Phones 5872-5873 Columbus.

3/4 Ton,	\$845
1 Ton,	\$1,390
1 1/2 Ton,	\$1,695
2 Ton,	\$2,195

